

Mesa Human Relations Advisory Board

2019/2021 Strategic Plan



Adopted: September 25, 2019

Purpose

The Human Relations Advisory Board advises the City Council about racial, religious, ethnic, cultural, disability or other human relations issues affecting the City of Mesa and delivery of City services to Mesa residents, businesses, and visitors. The Board recommends policies to eliminate discrimination and prejudice and to promote mutual understanding and harmony. The Board serves as a public forum for citizen input on human relations issues.

Human Relations Advisory Board Mission

Create an inclusive, respectful, and equitable community.

Human Relations Advisory Board Vision

The City of Mesa is a community that includes, respects, and is enriched by its diversity.

Human Relations Advisory Board Goals

The City of Mesa Human Relations Advisory Board actively works to encourage, develop, promote, and strengthen respect for human rights and cultural diversity.

Goal #1 - Research

Gather information from the community through outreach and research to identify areas of need within the community.

Goal #2 - Educate and Act

Engage, educate, and outreach to the community at large through a variety of events and activities focusing on topics of diversity and to increase visibility of the Human Relations Advisory Board.

Goal #3 - Measure

Make all goals of the Board data driven and measurable in order to make accurate recommendations to Mayor and Council.

FY 2019/2022 HRAB Work Plan

Goal #1: Research

1. Participate in Regional Human Relations Commission Meetings.
2. Hear reports and continue working relationship with Mesa Police Department.
 - a. Currently established police community forums and other community engagement initiatives.
 - b. Reporting and statistics of police cases and trends within the community as it relates to diversity.
3. Hear reports regarding Transit services for people with disabilities including Dial-A-Ride and Ride Share programs.
4. Explore and assess the need for resources and distribution of educational information for economically disadvantaged populations.
5. Become informed and support community dialogue on racial perspectives.
 - a. Increase Board member engagement, hear presentations and support forums or events related to racial organizations or movements such as Black Lives Matter.
6. Building awareness of current efforts in the community to provide support for migrant issues in Mesa.
 - a. Conduct needs assessment on common challenges experienced by the migrant community to report to City Council.
 - b. Awareness of volunteer opportunities that will direct involvement and give members experience in contacting this population.
 - c. Hearing presentations from

Goal #2: Educate and Act

1. Attend regional and local events such as the Annual Unity Walk, Pride Parade, Celebrate Mesa, Martin Luther King Jr. Celebration Events, Veterans Day activities, etc. to educate on diversity initiatives in Mesa.
2. Actively recruit diverse community members to join City of Mesa advisory boards.
3. Promote diversity education through HRAB facilitated programs and events:
 - a. Diversity educational opportunities and events for women.
 - i. Women's Empowerment Event.
 1. Emulate the "Women Don't Ask" program to support the empowerment of women throughout Mesa.
 - b. Diversity educational activities and event for the youth.
 - i. Youth Peace Building Summit to promote where peace building begins and how education benefits that.
 - ii. Expand to quarterly youth activities.
 - iii. Inclusion of LGBTQ history in the curriculum to educate youth and promote youth involvement.

Goal #3: Measure

1. Collect Board goal activity data and submit annual report to Mayor and Council.
2. Increase visibility of HRAB and City of Mesa diversity related events and programs through increase social media and public information platforms.

Board Roles

1. Raise the visibility of the Human Relations Advisory Board to become the "go to" body for the community.
2. Identify what is happening in the community regarding human relations through forums and outreach.
3. Educate ourselves, the City Council, and the community about human relations issues in Mesa.
4. Recommend action to the City Council when issues identified in the community require action.

Ways Board Members Can Carry Out Their Roles

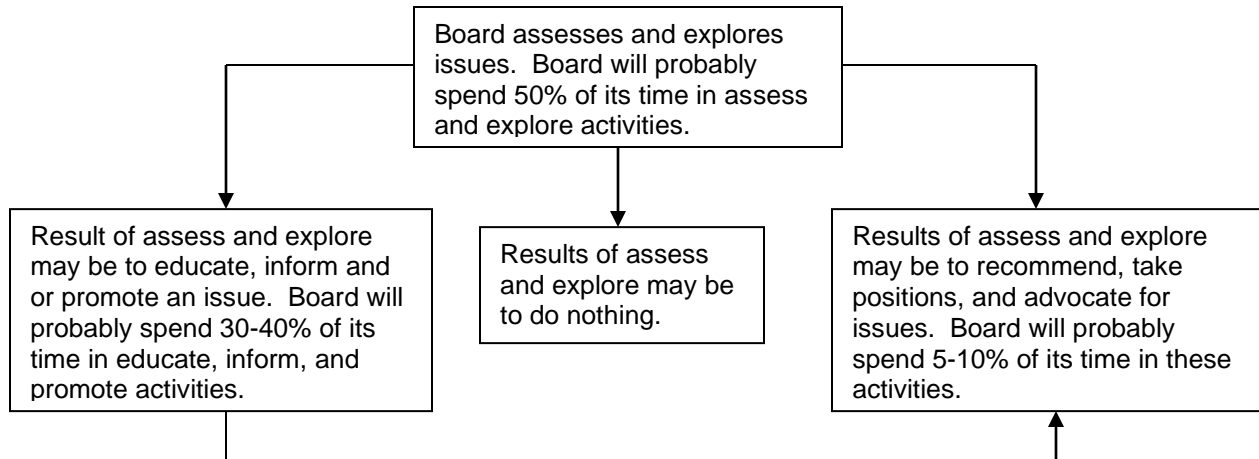
- Seek out subject matter experts on issues explored by the Board.
- Regularly attend Board meetings
- Participate in major City events.
- Speak about the Board to raise visibility.
- Help with the research.
- Agree to take on work for the Board.
- Read, study and learn.
- Share information with each other and the Council.
- Build community coalitions.
- Network with other jurisdictions.
- Bring the community together for dialogues.

Is this a Human Relations Advisory Board Issue?

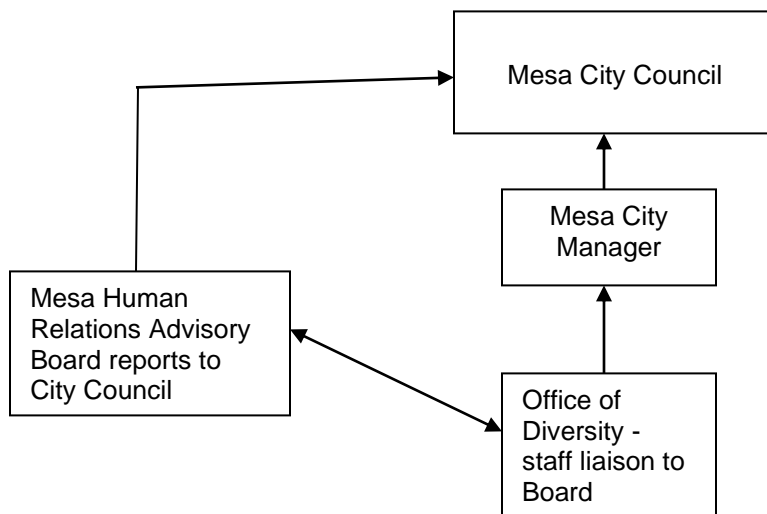
- How does the issue affect Mesa City government and the delivery of City services?
- Does the Board's involvement in the community work toward promoting inclusion?
- Can the Board feasibly address the issue either through recommendation or action?
- Is it within the purview of the purpose, mission, and vision of the Board?

Board Process

Process: Board goes out into the community ---- Document what the Board has learned (either as general education or specific issues) ---- Present to the City Council with the Board presenting.



Advisory Board Reporting Relationship



Human Relations Advisory Board's Accomplishments for 2017-2019 Strategic Plan

- Members of the Board were represented at annual events such as the Martin Luther King Jr. Day celebrations (Banquet, Parade, and Festival), Annual Regional Unity Walk, Celebrate Mesa, and Phoenix Pride Parade.
- HRAB received regular updates from the Transit Service Director on the East Valley Dial-A-Ride and Ride Share programs.
- HRAB received regular updates from the City of Mesa Court Administrator and Senior Program Assistant on the Veterans Court program. They also received additional information on upcoming measures being taken to divert defendants who are veterans and are stuck in the cycle of the court system due to homelessness, substance abuse issues, or mental health issues.
- The Board partnered with Marc Community Resources to publicly present information regarding hiring practices of individual with mental health and substance abuse issues. This effectively fulfilled the second leg of a three-part plan.
- HRAB hosted the 3rd and 4th Annual Youth Peace Building Summit. Each year Summit saw significant growth and there are plans to continue the Summits in the future.
- The Board facilitated the 1st and 2nd Women's Empowerment Summit held in partnership with Mesa Community College and have been working towards expanding the program in the future.
- The Board received monthly updates from the Police Department Community Partnership Administrator concerning police updates and reports on incidents involving residents and Mesa PD.
- The Board received a presentation from Mesa Public Schools concerning the strides being made in the district in addressing diversity issues and increasing student achievement in low-income communities.
- Board participated in staff training that taught principles of LGBTQ-Fair Housing to Housing staff of the City of Mesa.
- The Board members have continued to be reflective of the community's diverse populations in their membership and are making all boards representative of the city.

Assessment of the Human Relations Advisory Board

HRAB Strengths:

- Support from Mayor and City Council on diversity.
- There are individuals/organizations that wish to promote understanding of differences within the community.
- Energetic and optimistic members of the Board.
- Changing demographics demand that we address diversity.
- Optimism and moving forward to help the ever-changing topic of diversity.
- Increasing awareness of the importance of diversity in Mesa today.
- Data driven metrics.
- Unity, voice and passion.

HRAB Weaknesses

- Public visibility
- Lack of community
- Lack of publicity, outreach and events.
- Difficulty finding focus or evaluating priorities.

HRAB Threats:

- Community does not embrace the importance of prioritizing diversity.
- Constrained by the magnitude of the issues.
- Responsibility without authority.
- We need Native American participation.

HRAB Opportunities:

- Community connections through networking, visibility, and partnerships
- Unity
- Inclusion to promote race, class, education, orientation
- Fostering Growth
- Youth opportunities for awareness, engagement and leadership in diversity
- Opportunities to support events
- Educate business community on the benefits of a diverse workforce and customer base.
- Engaging the faith-based community
- Increase visibility